

Casio Releases New EXILIM High-Powered Zoom Digital Camera That Is Extra Easy for Beginners to Use

*Equipped with 24mm Wide-angle Lens and 12.5x Optical Zoom
Simpler Than Ever to Take Beautiful Photos, with "easy Mode"*



Norderstedt, August 18, 2011 – Casio Europe GmbH and its parent company, Casio Computer Co. Ltd., announced today the release of the new EXILIM® EX-ZS100 camera, the latest addition to the EXILIM family of digital cameras. This compact model with powerful zoom and 14.1 effective megapixels offers easy functionality even for beginning photographers.

Equipped with a 24mm wide-angle lens and 12.5x optical zoom, the new camera is still thin and compact and convenient enough to take anywhere. It takes amazing pictures of expansive landscapes, confined interiors, and even distant subjects that are hard to approach thanks to the wide angle lens and powerful zoom. There is also a Macro function for shooting things as close as one centimeter from the lens.

Casio's goal was to create a camera that is easier than ever to use, even for first-time photographers. In addition to dedicated buttons for the basic digital camera operations of capturing, reviewing, and deleting images, the EX-ZS100 features an "easy Mode" interface, which clearly displays frequently used functions with large lettering and icons. By following instructions from the on-screen guide, users can take photos with the optimal photographic settings. Also, merely by pointing the camera at a subject, the EX-ZS100 automatically focuses on the face of the subject or on the landscape. Even if the subject is moving, the camera still maintains focus. Once the focus frame turns green, the user just presses the shutter button, and a focused image is captured.

The EX-ZS100 also features a Silent Mode, which instantly changes the camera's settings to avoid disturbing others nearby. This includes silencing the camera operation sounds, disabling the flash, and deactivating the self-timer. This is helpful when taking pictures in a museum, aquarium, or restaurant. Of course the camera is packed with other features such as BEST SHOT Mode, which optimizes photo settings for the type of scene the user wants to photograph, HD movie recording that can shoot beautiful video at 1280x720 pixels, and charging via USB. The camera is available in three colors: silver, red and black.

EX-ZS100 Specifications

EX-ZS100			
Number of Effective Pixels		14.1 megapixels (/million)	
Image Sensor		1/2.3-inch square pixel CCD	
	Total Pixels	14.48 megapixels (/million)	
File Format	Still Images	JPEG (Exif Ver.2.3, DCF 2.0, DPOF)	
	Movies	Motion JPEG, AVI format, IMA-ADPCM (monaural)	
Built-in Flash Memory (Image Area)* ¹		13.6MB	
Recording Media		SD Memory Card* ² , SDHC Memory Card , SDXC Memory Card compatible	
Number of Recorded Pixels	Still Images	14M (4320 x 3240), 3:2 (4320 x 2880), 16:9 (4320 x 2432), 10M (3648 x 2736), 6M (2816 x 2112), 3M (2048 x 1536), VGA (640 x 480)	
	Movies	HD: 1280 x 720 (30 fps) , STD: 640 x 480 (30 fps)	
Recording Capacity (Maximum Image Size Setting)	Still Images (JPEG)	SD Memory Card 1GB* ³ Normal: Approx. 198 shots	
	Movies	Recording Time	Maximum recording time per file: 29minutes* ⁴
		SD Memory Card 1GB* ³	Approx. 3 minutes 56 sec. (HD)
Lens	Construction		9 lenses in 8 groups, including aspherical lens
	F-number		F3.0 (W) to F5.9 (T)
	Focal Length		f= 4.24 to 53.0mm
		35mm Film Equivalent	Approx. 24 to 300mm
Zoom Ratio		12.5x optical zoom, 4x digital zoom(50 times both with optical and digital zoom), 159.5x maximum digital zoom (in combination with HD Zoom,VGA size)	
Focusing	Focus Type		Contrast Detection Auto Focus
	Focus Modes		Auto Focus, Macro, Super Macro, Infinity, Manual Focus
	AF Area		Spot, Multi, Tracking
Focus Range* ⁵ (From Lens Surface)	Auto Focus		Approx. 5cm to infinity (W)
	Macro		Approx. 1cm to 50cm(Fifth step from Widest Setting)
	Super Macro		Approx. 1cm to 50cm
	Infinity		Infinity
	Manual Focus		Approx. 5cm to infinity (W)
Exposure	Exposure Metering		Multi-pattern(center weighted for some BS scenes) by CCD
	Exposure Control		Program AE
	Exposure Compensation		-2EV to +2EV (in 1/3EV steps)
Shutter			CCD electronic shutter and mechanical shutter
	Shutter Speed* ⁶	Auto	1/2 to 1/2000 second
		Night Scene	4 to 1/2000 second
Aperture* ⁷		F3.0 (W) to F7.9 (W) (ND filter is being used.)	
White Balance		Auto WB, Daylight, Overcast, Shade, Day White FL, Daylight FL, Tungsten, Manual WB	
Sensitivity (SOS)* ⁸	Still Images	Auto, ISO64, ISO100, ISO200, ISO400, ISO800, ISO1600	
	Movies	Auto	
Recording Functions		Snapshot , BEST SHOT, easy Mode, Silent, Marco, Self-timer, Continuous shooting(Normal Speed CS), Face Detection, Anti Shake, Lighting, Movie(Normal Movie, For YouTube), Voice Recording	
Playback Functions		Playback Zoom(8X), 25-image Screen, BGM Slideshow, Start-up Images, Rotate, Re-size, Trimming, Copy	
Other Functions		Eye-Fi Wireless Card compatible, Video Output(NTSC/PAL), PictBridge, Focus Frame Customization, Key Customization, USB charging	

		EX-ZS100
Self-timer		10 seconds, 2 seconds, Triple Self-timer
Built-in Flash	Flash Modes	Auto, Flash Off, Flash On, Red Eye Reduction
	Flash Range (ISO Sensitivity : Auto)	Normal : Approx. 0.4 to 2.67m (W), approx. 0.9 to 1.36m (T) * ⁹
Monitor Screen		2.7-inch TFT color LCD, 230,400 dots (960 x 240)
Viewfinder		LCD monitor
Timekeeping Functions	Date and Time	Recorded with image data
	With Time Stamp Function	Yes
	Auto Calendar	To 2049
	World Time	162 cities in 32 time zones, City name, date, time, daylight saving time
External Connection Terminal		USB port (Hi-Speed USB compatible, USB charging) / AV output terminal (NTSC/PAL)
Microphone		Monaural
Speaker		Monaural
Power Requirements		Rechargeable lithium ion battery (NP-80) x 1
Battery Life	Number of Shots (CIPA Standards)	Approx. 250 shots
	Continuous Playback (Still Images)	Approx. 4 hours 00 minutes
	Continuous Movie Recording Time	Approx. 1 hours 40 minutes
Dimensions	WxHxD (CIPA Standards)	102 (W) x 58.9 (H) x 28.7 (D) mm (excluding projections ; 21.1mm at thinnest point)
Weight (CIPA Standards)		Approximately 185g (Including Battery and Memory Card* ³) - Approximately 164g (Excluding Battery and Memory Card)
Bundled Accessories		Rechargeable Lithium Ion Battery (NP-80), USB-AC Adaptor (AD-C53U), USB cable, AV cable, strap, CD-ROM

- 1 Built-in memory capacity after formatting.
- 2 Compatible with Eye-Fi Card, an SD memory card-type wireless LAN.
- 3 When using Panasonic Pro High Speed 1GB SD Memory Card.
- 4 Within limits of memory and battery life.
5. Using optical zoom causes the focus range to change.
6. Depending on user's setting of Camera.
7. Using optical zoom causes the aperture to change.
8. SOS: Standard Output Sensitivity.
9. Range is affected by optical zoom. / Macro Focus

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